

Anchors of designing e-shopping portals for adolescents

Abstract

Recently, the rate of internet usage by adolescents increases day by day. Based on international reports, we found that the online shopping phenomenon among adolescents is rapidly growing. Hence, e-commerce website owners started few years ago to target adolescents as main consumers for their electronic commercial portals. And due to the lack of existing studies regarding the adolescents behavior online. This study contributes on shedding the light of the most important designing anchors for e-shopping portals that target the adolescents. Designers for such portals - targeting this category of consumers - should not lay on a random process while designing. The designing must be established on deliberate anchors. Therefore designers should be very particular about these anchors, precisely if the targeted user is an adolescent. Due considerably to adolescents differ from kids and adults in terms of psychology, drifts, and tendencies. This paper exposes those anchors that may raise adolescents' trends to shop online based on the literature and a developed instrument.